

Toccoverde – Michel Verhagen MBA

• **Why Toccoverde?**

For me as managing partner / co-owner Toccoverde, the pleasure and challenge is based on joining forces with my Toccoverde colleagues to share experiences, expertise and creativity with our client managers and companies. In doing so, we learn even more every day.

• **Services to the customer**

Advising and coaching individuals and companies to establish efficient structures and business units, able to exploit resources successfully on a sustainable and harmonious way:

- Overall business strategy design and company strategy deployment
- Cover full company troubleshooting, convert losses into profits
- Establish company entity network synergies: benchmarking and operational best practices management
- Increase – measurable – ‘white collar’ efficiency
- Enhance/establish efficient communication platforms
- Outline growth path and balance commercial organizational requirements
- Design marketing & sales plan and convert to operational level
- Install industry segment management
- Increase the performance or return on investment of the commercial departments, focusing on cost management, improving processes, team working and stimulating working environment

• **Approach in doing so – motto?**

My passion is to bring managers and companies from *‘the chaos and hectic of a big city’s traffic jam’* to the *‘powerful tranquility of standing on top of a hill, in front of the sea’*: inner balance, space, overview and mastering the moment.

Vision, structure, clarity and people as key for success.

Mottos: *‘go to the essence of things’* and *‘challenges create strengths’*.

Toccoverde – Michel Verhagen MBA (continued)

• **Background**

Having a Dutch and Brazilian background and professionally always operating within a global scope provides me a cosmopolitan view on every context, with a natural ease to raise new perspectives and to harmoniously adhere to any environment.

My academic background is commercial/business economics (The Netherlands) combined with a full executive MBA (UK).

Since 1995 operating within leading companies, I acquired extensive managerial experience in commercial environments, excelling in functions ranging from Sales Manager, Managing Director of a multinational's subsidiary in France, to regional business responsibility covering Western Europe, Africa, Middle-East and Latin America, to Head of Global Business Development and Sales at headquarter level. Today I am also founder and owner of Amaeron bv, based in Amsterdam, Paris and São Paulo, dedicated to Executive Coaching and Consulting in addition to International Business Development.

• **Experience in field**

- 2012-today: Managing Partner Toccoverde GmbH, Austria and Toccoverde Ltda, Brazil
- 2012-today: Owner/Managing Director Amaeron bv, The Netherlands
- 2011-2012: Head of Global Business Development, Sales & Marketing - Voestalpine Edelstahl GmbH, Austria
- 2009-2011: Regional Operations Officer Europe and Africa Böhler Welding Group GmbH/Voestalpine, Austria
- 2006-2011: Managing Director France, Groupe Böhler Soudage France SAS/Voestalpine, France
- 1999-2006: Export Manager / Head of Export Department, Hilarius Haarlem Holland BV, The Netherlands
- 1996-1999: Architectural Projects Manager, Asahi Glass Company, Belgium

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- **Academic base/training**
 - 2011 Advanced Coaching, TCN, Austria
 - 2009 EU Anti-Trust Compliance, Voestalpine Trainings, Austria
 - 2008 Executive Program Business Design, Voestalpine Management Academy, Austria
 - 2007 Legal aspects of General Management, ABIS, France
 - 2003 Full Program Executive MBA, Kingston University, UK
 - 1995 HEAO – Business Economics, Amsterdam Business School, The Netherlands
 - 1991 Applied Economic Sciences (TEW), Sint Ignatius University (UFSIA), Belgium

- **Geographical horizon**
Worldwide, with particular focus on Southern Europe, Latin America, Northern Africa, Pakistan and Middle East

- **Languages**
Portuguese, French, Dutch, Spanish, English and German